

# Climate Wisconsin

## Stories from a state of change

A multimedia resource to engage  
students in climate change education

# Finn Ryan - Multimedia Producer

## Background

- Education
- Human environment interaction
- Technology/media

## Educational Philosophy

- Place based
- Culturally relevant
- Participatory
- Experiential
- Standards based - citizens that are..."thoughtful, wise, passionate, kind"

# Educational Communications Board?

...or ECB for short

Who we are and what we do...

*Media*

*Resources*

*Professional Development*

# Climate Change - What we know

There is irrefutable evidence that our climate is changing rapidly AND there is scientific consensus that we are causing it

BUT...

Climate change understanding is limited

and it's under attack - Rick Perry, DC blizzard, sunspots, etc...

# ...and what we have

- [Glaciers](#) / [Artic](#)
- [UEN Climate Science](#)
- [KQED Clue Into Climate](#)
- [Teachers' Domain](#)
- [WICCI](#) / [Lake Ice](#)

What's good about these resources?

[What's missing?](#)

# We need...

Local stories of how climate change is affecting us, real people, in real communities, throughout Wisconsin

Focus on impacts that are critical to understanding climate change, and show these in a local context

Make local data accessible and engaging

# Climate Wisconsin

Partners and supporters:

[Aldo Leopold Nature Center](#)

[Center for Biology Education](#)

[Wisconsin Department of Public Instruction](#)

[Nelson Institute - UW Madison](#)

[Wisconsin Initiative on Climate Change Impacts](#)

Climate researchers

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# Ten Multimedia Stories

American Birkebeiner

Ice Fishing

Sugaring

Phenology

Forestry

Fly Fishing

Great Lakes Shipping

Farming

Extreme Heat

Adaptation and Mitigation



# Two Interactives

Ice Cover

Temperature Change

# Targeted Sharing

WICCI

Boing Boing / Vimeo HD

LA Times

Style Boost

Birkie

Digital Naturalist II / Innovative Interactivity

Climate Reality Project

Facebook / Twitter

Make media accessible!

# Distribution

[climatewisconsin.org](http://climatewisconsin.org)

Vimeo / YouTube

Teachers' Domain / PBS LearningMedia

Digital files/DVD

Aldo Leopold Nature Center

WPT/WPR

Film Festivals - Kickapoo Valley Reserve, Green Tuesdays,  
Climate Reality Project

# Metrics

8 months

92,000 video plays

66,000 visits

154,000 pageviews

plus Teachers' Domain / PBS Learning Media, WPT/WPR, Film Festivals, Climate Reality Project, etc...

# New Projects

Climate Central: States of Change

Will Steger Foundation: Minnesota's Changing Climate  
Field Museum: Making Climate Change Local

Northern Great Lakes Visitor Center

# Future

Continue to document and share stories of change

Add stories of adaptation and mitigation in Wisconsin

Questions and comments...

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[climatewisconsin.org](http://climatewisconsin.org)